

# Staff Talking Points for Soy-Based Formula Change

## October 1<sup>st</sup> 2012

### **Q: Why is this change happening?**

A: The Montana WIC Program gets a certain amount of money back from the formula companies that sign an agreement to provide our WIC approved formula. Montana is part of a group of states that make the decision about which company or companies to go with to save the most money for WIC. Without the infant formula rebate, Montana would not be able to provide services to the number of current participants we have on the Program.

### **Q: Why does my baby have to change formula?**

A: This change will help other babies on WIC receive benefits. Formulas are very, very similar. Even between manufacturers, the formulas aren't much different. If you are concerned please look at this formula nutrient and ingredient comparison chart. Also, look at this simple way to slowly transition your baby from one formula to another. Your baby will most likely notice a different taste in the formula but nothing major.

### **Q: What if my baby doesn't like it?**

A: Almost all healthy infants can drink a standard formula, regardless of brand, without having any kind of problem. If you are concerned please look at this formula nutrient and ingredient comparison chart. Also, look at this simple way to slowly transition you baby from one formula to another. Your baby will most likely notice a different taste in the formula but nothing major.

### **Q: What if my baby doesn't tolerate it?**

A: Almost all healthy infants can drink a standard formula, without any problems. It may take a few days for your baby to adjust. If you have concerns or are alarmed at all, please speak to your health care provider. A good idea is to transition your baby slowly from one formula to another formula. Look at this simple way to slowly transition your baby from one formula to another. Your baby will most likely notice a different taste in the formula but nothing major. If you are concerned about your baby not tolerating the new formula, please look at this formula nutrient and ingredient comparison chart.

### **Q: What can I expect when I make the switch?**

A: Your baby will most likely notice a different taste in the formula but nothing major. Look at this simple way to slowly transition your baby from one formula to another. Your baby may experience gas or spit-up as with any infant. If you have concerns please speak to your health care provider about making the switch.